

ORDER



WAVY

Orders
Order / Rev: 218714
Alt Order #:
Product Desc: 10/31-11/6 KAINE FOR SENATE 2012
Estimate: 13024
Flight Dates: 10/31/12 - 11/06/12
Original Date / Rev: 10/30/12 / 10/31/12
Order Type: REG

Primary AE: WAVY National House
Sales Office: N-HOU
Sales Region: Nat

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 11350 Random Hills Road
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Kaine for Senate 2012 (D)
Demographic: A25-54
Product Codes: PL5
Priority: P2
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	17	\$6,225.00	\$5,291.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	17	\$6,225.00	\$5,291.25	0.00
Totals	17	\$6,225.00	\$5,291.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WAVY National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	11/01/12	11/06/12	WAVY News @ Sunrise WAVY News @ Sunrise	CM	5a-6a	MT-TF--	:30	2	\$300.00	P2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$300.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		2				\$300.00		0.00			
N 2	WAVY	11/01/12	11/06/12	Today Show M-F Today Show M-F	CM	7a-9a	MT-TF--	:30	1	\$700.00	P2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$700.00		0.00			
		Week: 11/05/12	11/11/12	-T-----		1				\$700.00		0.00			
N 3	WAVY	11/01/12	11/02/12	Today Show 3 Today Show 3	CM	10a-11a	---11--	:30	2	\$250.00	P2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---11--		2				\$250.00		0.00			
N 4	WAVY	11/06/12	11/06/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	-T-----	:30	1	\$75.00	P4	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$75.00		0.00			
N 5	WAVY	11/06/12	11/06/12	M-F 3-4p Maury Povich	CM	3p-4p	-T-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$125.00		0.00			
N 6	WAVY	11/05/12	11/05/12	WAVY News 10 @5p News 10 @5p	CM	5p-530p	M-----	:30	1	\$700.00	P2	0.00	NM	1	\$700.00

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Advertiser: POL/Kaine for Senate 2012 (D)
 Product Desc: 10/31-11/6 KAINE FOR SENATE 2012
 Estimate: 13024
WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WAVY	11/05/12	11/05/12	WAVY News 10 @5p News 10 @5p	CM	5p-530p	M-----	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$700.00		0.00				
N 7	WAVY	11/03/12	11/03/12	Sa 7-8p Sa 7-8p	CM	7p-8p	-----S-	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S-		1			\$175.00		0.00				
N 8	WAVY	11/05/12	11/05/12	Mon Hour 3 Monday 10-11p	CM	10p-11p	M-----	:30	1	\$1,100.00	P2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$1,100.00		0.00				
N 9	WAVY	11/02/12	11/02/12	LN M-F M-F News 10 @11	CM	11p-1130p	----F--	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	----F--		1			\$800.00		0.00				
N 10	WAVY	11/01/12	11/06/12	Late Night/Jimmy Fallon Late Night w/Jimmy Fallon	CM	1237a-136a	MT-TF--	:30	1	\$50.00	P4	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	---TF--		2			\$50.00		0.00				
	Week:	11/05/12	11/11/12	M-----		1			\$50.00		0.00				
Totals													17	\$6,225.00	